



The Knight in the White Castle



The KNIGHT
in the
WHITE
CASTLE



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GENERAL ELECTRIC COMPANY

ELECTRIC REFRIGERATION DEPARTMENT
HANNA BUILDING + CLEVELAND, OHIO





DO you want to hear a story of a girl, named Betty Lou—
 And her wonderful adventure? Yes, indeed—I know you do!
 It's a thing that really happened—but, come on—let's hurry—QUICK—
 We will have to call the Doctors, for Miss Betty Lou is sick!
 And her Daddy and her Mother are as worried as can be,
 For they don't know what's the matter—but they very soon will see.

Here they are—the wise old doctors—see them standing by her bed?
 (Do you think that they can help her? Can they cure her aching head?)
 Now let's all be very quiet—listen close to Doctor Pill:
 "It is something she has eaten that has made Miss Betty ill."
 "Oh, it can't be that!" cries Mother, "for her food is always fresh—
 Such as carrots, chops and spinach—all good food for building flesh."



THEN the Doctor spoke of something, that the Mother had forgot:
Of the cruel, ugly DRAGONS, that will cause fresh food to ROT—
As they sprinkle it with poison. And he then went on to tell,
That unless they killed those dragons—he could never make her well.
“But I have a friend,” he told them, “who can help, beyond a doubt—
He is GENERAL ELECTRIC—he can chase the dragons out!”

So, he called him to the bed-side, (and, oh my—but he is GRAND!)
And he smiled at little Betty—said “How do?”—and took her hand.
“Yes, indeedy, we can help you!” he exclaimed, “and do it right,
And the one, who’s going to do it, is my brave and handsome KNIGHT,
Who is living in a CASTLE, that is just as white as snow,
And we’ll move it to your kitchen, so that he can fight the foe!”



SO, next day, they moved the Castle, to the home of Betty Lou—
 And the handsome Knight was in it. And of course, Miss Betty knew
 That her Mother Dear would fill it with their food, to keep it clean,
 For the handsome Knight would guard it. (But, of course, he can't be seen,
 For he really is a Fairy.) And that night, I'd have you know,
 Betty Lou heard tinkling MUSIC, in the kitchen, down below—

And the sound of gentle laughter—like the gurgle of a brook—
 So, Miss Betty Lou decided, she'd go down, and take a look!
 (And I think, right here's a lesson, that you children all should mark.
 Betty Lou was not a coward—so, she didn't fear the dark)
 To the kitchen door she tip-toed, peeped inside—and GOODNESS ME!
 Carrots, beets, and chops and spinach—all were making big WHOOPEE!



FOR, in some way or another, they had hopped out through the door
Of the white and gleaming Castle, and were dancing on the floor!
They were laughing, they were singing—just like little folks at play—
They were FRESH—and that's the reason that they felt so glad and gay.
And ALL food that's IN the Castle—in the Castle, clean and white—
Is protected from the dragons, by the brave and handsome Knight!

But the food OUTSIDE the castle is the food the dragons eat.
But they spoil it first, with poison—all the vegetables and meat—
Till it isn't fit for children (or for grown-ups, by the way).
So until our food is eaten, in White Castle it should stay!
And while Betty Lou was watching—all at once she heard a BARK—
And she saw some green eyes shining, very brightly in the dark!



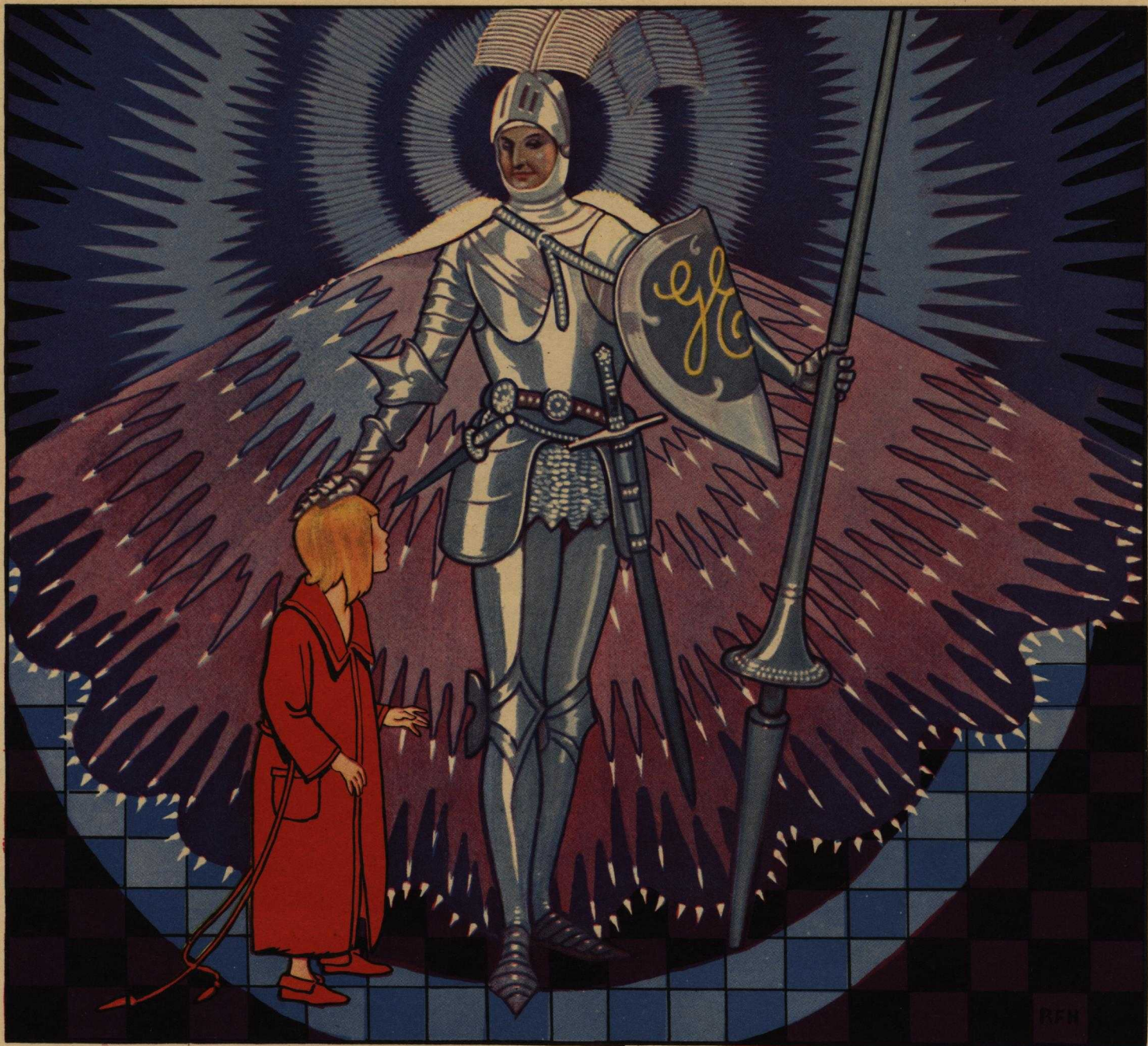
AND it lightened up the kitchen, so that she could see some more—
 And she saw the ugly dragons, creeping out across the floor!
 But the little girl was helpless—and so scared she lost her breath,
 And the spinach, chops and carrots—they were frightened most to death!
 And they all were very sorry they had left their Castle White—
 Now, their laughter all was ended, and their hearts were filled with fright—

As the dragons' teeth were snapping, and their noses spouting smoke!
 And poor spinach cried: "My gracious—I'm afraid that I will CHOKe!"
 And the lamb chop and the carrots sneezed and wheezed. (Oh, my—oh, me!)
 While the goblins and the dragons bellowed: "Woof" and "Warf" and "Whee!"
 And they all felt very dizzy—my, oh my—but they were sick—
 And they cried: "Oh, help us—help us! Please, somebody—help us quick!"



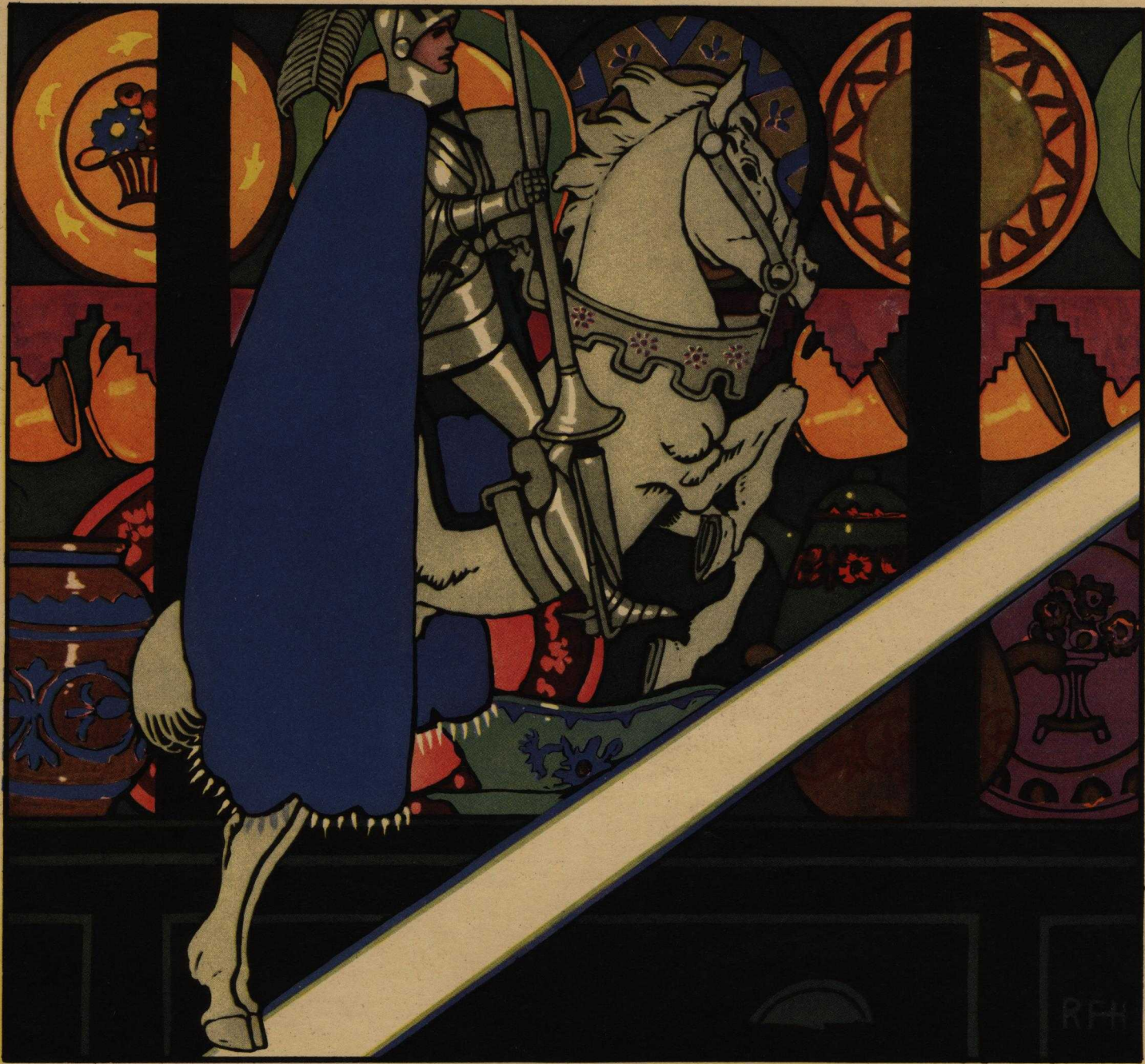
THEN—the Castle door flew open—and upon a beam of light,
On a horse, and clad in armor, came our brave, protecting Knight!
He was charging, he was plunging—he was fearless as could be—
He was glad to fight the dragons, for he *hated* them, you see!
And he dearly loves the children, I am very glad to tell,
And their food, he's always watching, so that he can keep them well!

So he stood up in his saddle, spurred his horse, and waved his sword—
Swung it hard—and speared the dragon, till at last, he had him floored!
And with one more blow, he killed him—as he pierced him thru and thru,
And he didn't quit his fighting, till he'd killed the Goblins, too!
Soon, the vegetables were better—and were led, by handsome Knight,
To the tune of fairy music, back again to Castle White.



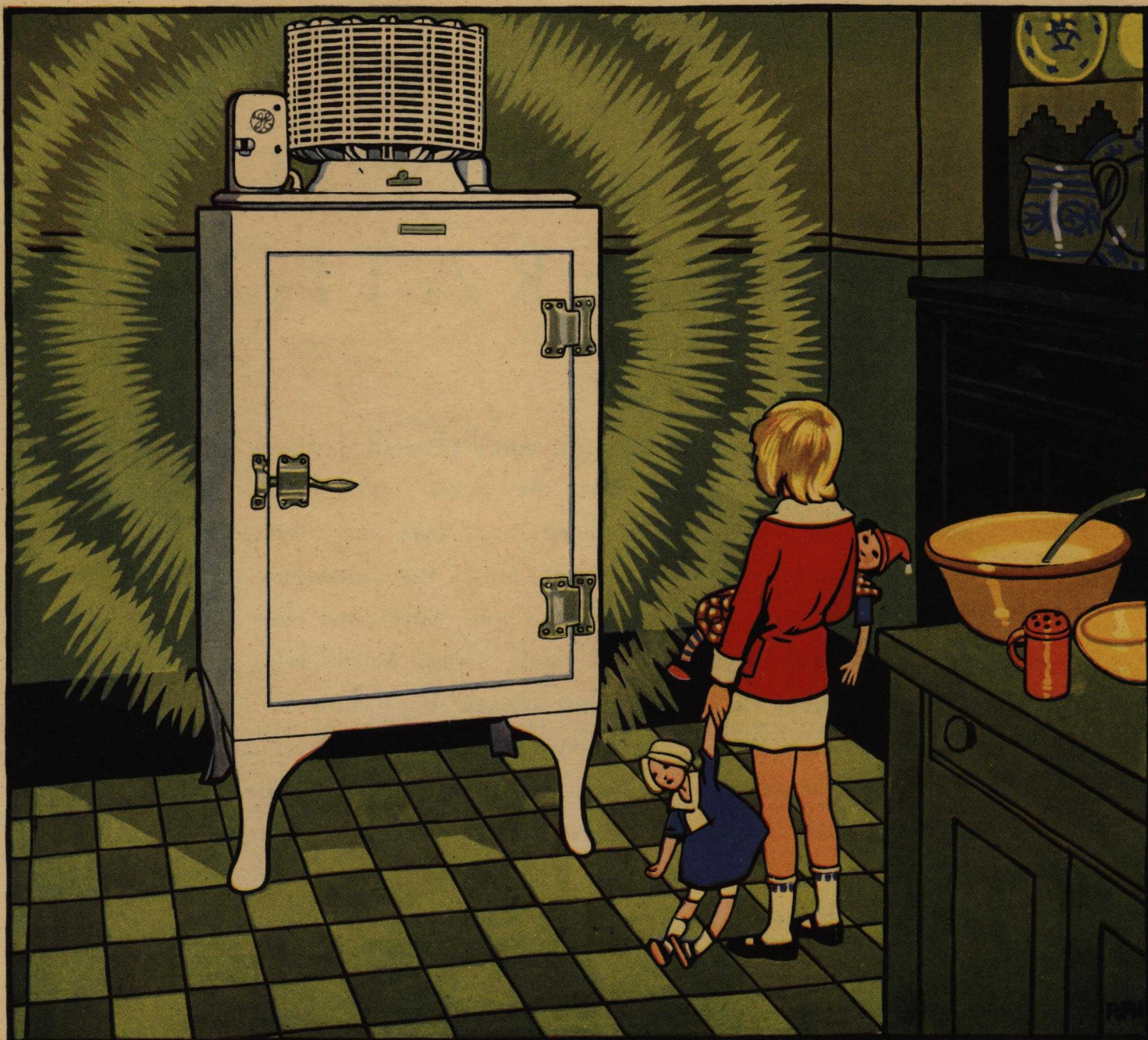
THEN Miss Betty—feeling better—slipped inside the kitchen door,
 Glad to know the mean old dragons wouldn't scare her, any more.
 Then the Knight came over, smiling—and caressed her little head,
 As he said to her: "Now, Betty—you had best go back to bed.
 You have seen me kill the dragons, so you, now, can go to sleep,
 Knowing, I, within my Castle, all your food will safely keep.

"I'm the friend of all the children—thru the night and thru the day,
 And when I am in their kitchen, all the dragons stay away.
 You can safely, now, be hungry, for the food in Castle White
 Is the food that's never harmful—and there's health in every bite."
 Then, "Good Night," he said to Betty, (as he leaned and kissed her ear!)
 And her heart was very happy—as she saw him disappear.



ON his horse, he gayly galloped, up along a beam of light,
 To his home—the gleaming Castle, that is always clean and white.
 And the Castle door flew open, as the Knight and horse drew near,
 And 'twas just an instant later, Betty saw him disappear.
 Then she turned about, and tip-toed back to bed, and 'twasn't long,
 Till she slipt away to Dream Land, as she hummed a happy song.

And the next day, when she wakened, she could hardly wait, to tell
 To her Daddy and her Mother, all these things, you know so well.
 And when they had heard her story, they replied: "Well, well—it seems,
 Betty Lou, that you've been having one of your old, funny dreams."
 But she knew, it wasn't dreaming. She had SEEN it—so, she KNEW!
 You can never make Miss Betty think her story isn't true.



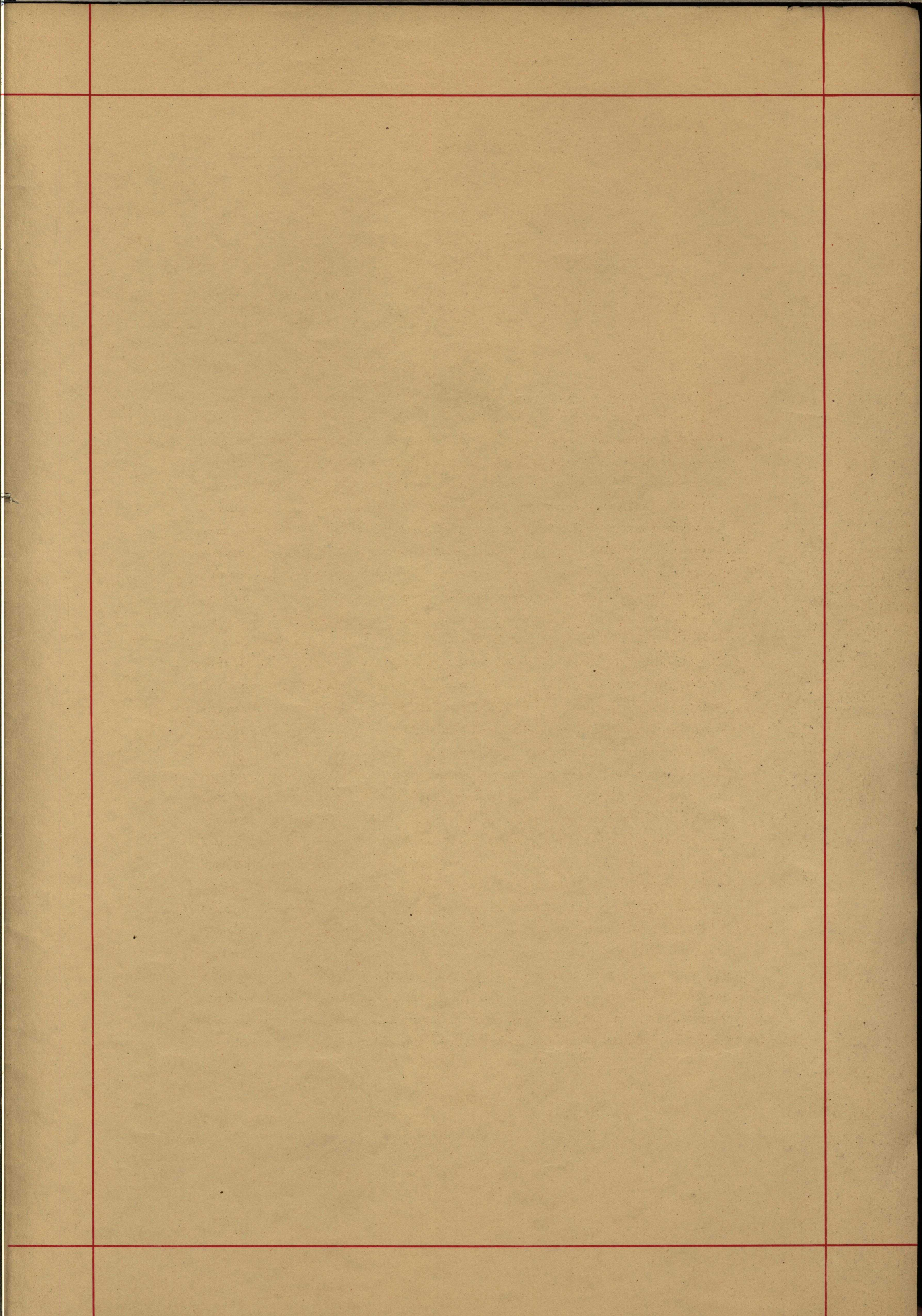
AND right here, you see the Castle, that's so beautiful and white,
 And within it, there is living Betty's brave and handsome Knight!
 You may never get to see him, in the way that Betty did—
 For, he's very busy watching—so, of course, he's always hid.
 He is in that little tower, that is up there, on the top—
 And he keeps away the dragons, from the vegetable and chop.

Well, I hope you've liked the story, that I've told of Betty Lou,
 And I hope that Dad and Mother may have liked to read it, too.
 And I trust you'll all remember what was said by Doctor Pill:
 It's because of food, we've eaten, that we're very often ill.
 But it's *safe*, now, to be *hungry*, and to have an appetite—
 With the help of snow=white Castle, and the brave and handsome Knight!

THE STORY of REFRIGERATION

LONG, long ago little boys and girls could play all day and didn't have to go to school at all. But sometimes they were mighty hungry because their parents didn't know how to keep food clean and wholesome for more than a day or two at a time. There wasn't a single store anywhere and daddy had to go hunting all the time. He didn't have a gun—just a big club or spear—and sometimes he didn't find anything to eat at all. When he did bring a big bear or something home it didn't last long because no one knew how to keep the meat fresh and good to eat. ¶ But one day someone noticed that food lasted longer in wintertime when it was cold. So when summer came again people tried to store their food in deep, dark caves and down close to springs where icy water came bubbling through the rocks. It was cold there—but very, very damp. Sometimes they could keep their food for three or four days while daddy looked for more. But even so, lots of times little boys and girls like you had to fall asleep without a single thing to eat—because a damp place isn't the best place to keep food from spoiling. And, dear me, how hungry they did get! Even little princes and princesses became ill when food was hard to get, and harder still to keep. The old kings used to send their slaves up to the mountain tops to get snow and ice to chill the things they ate and drank, and even your great grandmother often had to put butter and eggs and other food down in the well to keep them cold. ¶ Then people found they could cut ice in the wintertime and store it in sawdust and straw so it would last for many months. They built ice boxes and made it possible to keep food a little longer—but of course the air was still damp. ¶ Then one day a great man had a wonderful idea. He built an electric refrigerator that was just like winter inside all the time. It was always cold and dry—never damp or warm—and he found that food would keep for a long, long time. All kinds of improvements were made and the General Electric Refrigerator brought the White Castle with its turret on top, into the homes of many little boys and girls all over the land and made it safe to be hungry. ¶ Maybe you had better tell your daddy and mother the story of electric refrigeration so the White Castle and the Knight can come to your house and keep your food fresh and wholesome all the time. How good that would be!







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